News Release

IMMEDIATE RELEASE

EDMONTON 2007
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Everyone into the pool on Earth Day

Carpool on Earth Day and every day

Edmonton, April 18, 2008 – The City of Edmonton is encouraging everyone to try carpooling on Earth Day – April 22. But why not celebrate Earth Day every day by carpooling 365 days a year to help make your wallet and our environment look a little greener?

"The carpool program's strong start has really exceeded expectations with more than 1,200 registered users at carpool.ca since the program launched last September," explains Aryn Machell, Transportation Engineer. "Our displays at the Earth Day celebration this weekend will show people how they can save money on gas, parking and car maintenance by carpooling, while helping the environment by reducing emissions."

The City and carpool.ca will be promoting ride sharing with a display at the Earth Day Celebration on April 20 at Hawrelak Park from noon – 6 p.m. The display will also be in the lobby of the University Hospital on April 21 from 10 a.m. – 2 p.m. and in the lobby of the EPCOR tower downtown on April 22 from 10 a.m. – 2 p.m.

Edmonton is working with local businesses, post-secondary institutions and regional municipalities to have 1,500 registered participants by the first year anniversary of the program coming up this fall.

Carpool.ca is a free, safe and easy-to-use online ride-matching service. As more people register online, a person's chance of finding a carpool match in a specific area improves, and carpooling becomes an even more viable transportation alternative for commuters. To search for a ride share partner visit: www.carpool.ca.

Through EcoVision Edmonton®, City Council's vision for an environmentally sustainable city, the City supports initiatives such as carpool.ca.

For more information on the City of Edmonton's environmental initiatives visit: www.edmonton.ca/ecovision.

To take the City of Edmonton's carpool survey visit the News, Announcements & Current Events section on www.edmonton.ca.

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About Edmonton:

This is a city alive with energy and boundless opportunity - a growing economic powerhouse where business thrives and more than a million lives enjoy the freedom to explore, experiment, experience, excel and expect the most out of every day. A place like no other, Edmonton is filled with surprises great and small and a calendar packed with artistic, sporting, theatrical and cultural celebration.

For more information on Edmonton, please visit our website at: www.edmonton.ca.

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THE CITY OF Edmonton